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KELANTAN

**FACTOR AFFECTING MEMORABLE TOURISM
EXPERIENCES TOWARDS BEHAVIOURAL INTENTIONS OF
HERITAGE TOURISTS**

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**BACHELOR OF ENTREPRENEURSHIP (TOURISM) WITH
HONORS**

A report submitted in Group fulfilment of the requirements for the
degree of

**BACHELOR OF ENTREPRENEURSHIP (TOURISM) WITH
HONOURS**

Faculty of Hospitality, Tourism and Wellness

UNIVERSITY MALAYSIA KELANTAN

2022/2023

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ACKNOWLEDGEMENTS

We would like to show our sincere gratitude to people that support us within the journey to accomplish this research. We would like to thank Universiti Malaysia Kelantan for giving us this opportunity to conduct our research. By doing this research, we can fulfil a subject requirement in Bachelor of Entrepreneurship (Tourism). In the process, we gained specific knowledge and experiences not only in terms of academics but also in terms of personality.

Next, we also like to express our gratitude towards our supervisors, Dr. Amin Jan for his patience in guiding us throughout this present. Without the support and guidance, it will not be possible for us to do this proposal. Furthermore, the colleagues helped us a lot in accomplishing this research.

Furthermore, we would like to say special thanks and excellent job to our group members, Siti Norsyahirah Binti Puniman, Siti Nur Azmira Binti Zakaria, Siti Nur Hamizah Binti Muhammad and Siti Nur Ismawati Binti Meswan who were give great commitment and dedicated efforts to accomplish this research. Without each other's time, passion, encouragement, and contributions, it will be impossible to complete on time. Lastly, a special thanks to our family for their external support. In addition, their prayers and support are our main strengths in completing this research within the difficulties that we have gone through in accomplishing this research.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

This chapter is about experience, which is an incredibly important part of life for today's traveller and has been called a megatrend. The term "experience" has been used in many ways. Students have referred to these encounters as "daily encounters" and "frontier experiences" (Pine and Gilmore) (1998) emphasize the importance of expertise throughout a genre's society, describing it as the result of the spike in economic progress that develops through the stages of the goods, commodities, and services economy. To gain a competitive advantage, the focus has shifted from products or services to expertise as another component. Experience is the heart and soul of industrial enterprises. Moreover, encounters with industrial enterprises are presented as pleasant, memorable, and interactive. (Oh, et al, 2007), as well as transient phenomena. When tourists visit a region or destination, they experience authentic, rewarding, meaningful, multisensory, and transform.

1.2 BACKGROUND OF STUDY

Heritage Commercial activity includes visiting or participating in Art Becomes Facts and activities that represent those stories and people, past and authentic the present" (Hargrove, 2002, p. 10). people looking for kindness a travel experience that combines culture, education, entertainment and credibility (Garrod and Fyalo, 2000, 2001; Sala and Zeppelin, 1990). cultural heritage Trading company could be Global Tourism Market (Poria, Manservant & Airey, 2003; Richards, 2018). According to the World Organization World Organization Commercial Enterprises (UNWTO) (2015), the tourism section is deemed to be a "an important part of international tourism consumption", "with four out of ten Tourists who choose this destination have supported its offer of cultural assets.

According to Richard (2018), there has been a recent cultural shift Business Strong commercial demand from purely quantitative growth to qualitative growth ever-changing demand, with a focus on growing exploration "Cultural experiences" for people who have experienced cosmopolitans at home or abroad. Therefore, heritage tourism has experiences become one of the elements of tourist memory (Lee, 2015). makes heritage tourism a form of experiential consumption like many others Practices related to leisure and tourism (Garrod and Fyall, 2000, 2001; Richard, 2018). The better the expectations of this market are met, the better an understanding of tourism experiences and behavioural intentions is required in historical and tourist sites (Richards, 2018; Wu and Li, 2017).

1.3 PROBLEM STATEMENT

This study will describe a problem statement following points

1.3.1 Limited Attention to Memorable Tourism

Memorable tourism has gotten little attention in the context of legacy tourism due to the COVID-19 in the year 2019. This represents an achievement of the notion in the literature on visitor experiences during recent years. Heritage visitors' experiences are planned out and do not extend beyond their vacations. In addition, as is well known, nothing was known about the MTE's possible influences on heritage tourism.

1.3.2 Knowledge and Experiences

These ideas share the systematic coordination of knowledge processes to produce additional sorts of value, such creativity or efficiency. Additionally, there is a focus on knowledge handling processes. Processes are therefore necessary for managing knowledge. They are referred to as "cycles of knowledge" (Dalkir 2005) and cover the gathering, categorization, storage, access, exploitation, and protection of knowledge in skill communication as they progress from creation to identification. On the other hand, Heisig (2009) considers five KM processes: the use, identification, creation, sharing, and storage of knowledge. The four steps of knowledge acquisition, storage, distribution, and use are summarised by (Gonzales and Martins 2017). Which demonstrates the diversity of viewpoints when it comes to controlling tourists' information and experiences.

1.3.3 Behavioural Tourist

The findings looked into how personal characteristics like personality or aspirations, along with household characteristics like way of life or decision-making style, influence decisions made by tourists. However, (Moutinho 1987) believed that factors both internal and external to tourists that influence their decision to travel to the next destination had an impact on their travel decisions. Beyond this point, the most significant contribution of this study was the observation that tourists make decisions in a sequential manner, first selecting the destination and then other service components like lodging, entertainment, and more. In past research, examination of previous models, (Woodside and Lysonski 1989) concentrated on the method by which travellers assess the evoked set of locations before ultimately choosing one of them. The small size of the consideration set, three to five places at most was the first thing they warned about. So, it seems to be the reason that visitors act in accordance with the tour guides.

1.4 RESEARCH QUESTIONS

The discussion above in the problem statement given a base to some fundamental questions which are framed below:

- I. What is the relationship between visitor engagement and revisit intention?
- II. How to examine the relationship between authenticity and revisit intention?
- III. What is the relationship between destination image and revisit intention?

1.5 RESEARCH OBJECTIVES

- I. To investigate the relationship between visitor engagement and revisit intention.
- II. To identify the relationship between authenticity and revisit intention.
- III. To examine the relationship between destination image and revisit intention.

1.6 SIGNIFICANT OF THE STUDY

1.6.1 Theoretical Implications

Besides This study helps to review the existing literature on the link between MTE and behavioural intentions in the context of historical tourism in Malaysia Focus on behavior after the experience. As part of historical tourism in Malaysia, this study showed how MTE can act as an intermediary between the Influence of visitor participation, authenticity and image of the destination on the return visit Intentions By focusing on a less studied historical tourism scenario, so will it helps better understand MTE's context-based perspective. This investigation expanded the literature on heritage tourism experiences by analyses the MTE scale in a heritage-tourism environment. He also highlighted interesting topics for future research, especially with regard to the possible influences of MTE.A In addition, (So et al. and Kim et al.) have developed visitor participation or MTE Scale (2012).

In addition, reflexive-formative constructs related to the Recommendations. The importance of accurately identifying the nature of constructs in the research model is highlighted in a recent paper that found this an incorrect specification of the measurement character of the construct in the model could lead to structurally biased results (Mikuli & Ryan, 2018). The investigation confirmed these constructs as second-order formative-reflexive (composite). multidimensional constructs in environmental heritage.

1.6.2 Practical Implications

The findings of this study offer destination management useful suggestions for service improvements, identifying and sustaining MTE among visitors, and boosting the competitiveness of cultural tourism destinations. The richest experiences, according to (Pine and Gilmore 1998), establish a "sweet spot" in customers and influence their future decisions and behaviors. They are also frequently the most trustworthy source of information in terms of revisit intention and visitor communications.

This is crucial since well-established tourist attractions have frequently overlooked the demands and experiences of visitors in favor of product-oriented marketing and management techniques (Zhang et al., 2018). As a result, they might fail to create and offer those experiences that can be mentioned only briefly when traveler's discuss their experiences, which would have a negative impact on traveler's intentions to return and would also discourage them from posting positive reviews on travel websites, especially social media.

1.6.3 Methodological Implications

This study will serve as a methodological base for the future studies intended on memorable tourism. The analysis of the target market's tourist needs and the tourist operator's capacity to meet those needs through the use of methods of observation, comparison, intuition, and logic, as well as the application of marketing management tools, forms the basis of the methodology of project management in the tourism industry. Furthermore, the tourism destinations need more practice and experienced tourists without negatively affecting revisit- intentions. To build a strategy that aligns with your objectives, vision, and mission in finishing the chart tourist in Malaysia, it is therefore necessary to examine the techniques or research utilized in our industry as well as the theories or guiding concepts behind them. The Methods are the particular tools and practices you employed to gather and analyses data for the travel and tourism sector which can be directly attributed to the current paper's original methodological contribution.

1.7 DEFINITION OF TERMS

KEY TERMS	DEFINITION
Memorable Tourism	<p>A tourism enjoys this is remembered and recalled after the truth is referred to as a reminiscences tourism enjoy (MTE) (Kim, Ritchie, & Tung, 2010, p. 638). MTEs may be unsightly despite the fact that they're normally concept of as beneficial (Kim, Ritchie, & McCormick, 2012). There is growing consensus that visitor locations have to offer their site visitors with wonderful MTEs (Chandralal & Valenzuela, 2013; Engelbrecht, Kruger, & Saayman, 2014; Kim et al. 2012). MTEshelp locations by giving them a competitive or strategic advantage, increased economic or revenue, and increased visitor loyalty (Shaw & Ivens, 2002). (Yoon & Uysal, 2005). In fact, travellers who have enjoyed their time at a place are more inclined to spread good word of mouth about it.</p>

<p>Behavioral Intentions</p>	<p>The motivational factors that have an effect on a selected behavior are known as behavioral purpose, and the more potent the purpose to perform the behaviors, the greater likely it's far that the behavior might be carried out. This additionally pertains to the opinion of whether or not or now no longer the bulk of humans believe the behaviors. It has to do with a person's opinions on whether peers and significant others believe the person should be friends with the behaviour person or someone else. For example, a person is more likely to adopt a positive view toward a behavior if they receive the support of family, friends, and peers, which will strengthen his purpose to see the particular action through to completion. This idea can be seen in the context</p>
	<p>of commerce as the consumer's desire to exhibit a range of behavior's, including loyalty, word-of-mouth marketing, price sensitivity, repeat purchases, and more. (Zeithaml and others, 1996).</p>

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<p>Heritage Tourists</p>	<p>The National Trust for Historic Preservation defines history tourism as travelling to experience the places, artefacts, and activities that properly represent the stories and people of the past and present." When travelling, both domestic and international travelers occasionally take part in cultural and historical past activities; individuals who accomplish that commonly live longer, spend greater money and travel greater frequently. Heritage tourism often boosts the economy, preserves natural resources, and improves the quality of life for residents.</p>
<p>Visitor Engagement</p>	<p>The goal of visitor engagement is to encourage and draw customers to participate in the development of a brand or brand experience. It's known when brand and customer connect.</p>
<p>Authenticity</p>	<p>Since tourist services are experiential in nature, authenticity is recognised as a crucial concept in research visitor experiences (Kolar & Zabkar, 2010; MacCannell, 1976). Like Hargrove (2002), who claims that authenticity is essential to a fulfilling heritage experience. Authenticity was described by Waitt (two thousand) in terms of a sense of historical and cultural continuity. From the standpoint of heritage, authenticity is connecting to knowledge of cultures, locations, and communities, or what can be calling</p>

	intangible heritage, as well as the physical heritage attributes that can be clearly in an object or structure (Hall,2007) (MacCannell,1976). Authenticity as a crucial factor in the visitor experience (Chen & Chen, 2010).
Destination Image	One definition of a destination image is "the manifestation of all objective knowledge, impressions, prejudice, ideas, and emotional reactions that a person or group may have about a certain area."
Revisit Intention	Revisit intention refers to a person's preparedness or willingness to return to the same place on a subsequent visit.

1.8 SUMMARY

In short, this bankruptcy had described the historical past of the study, analyzed and classifying about the limits that led to revisit intention in the tourism industry based on previous studies. Moreover, this chapter also discusses the significance of this study. Last but not least, definitions of terms have been discussed in chapter 1 throughout the research, that have been identified according to the research issues and from the research study that related.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will talk approximately the detail of sizeable of history travelers', invisible of Tourists and the destiny generations will describe what actually travels with the principal purpose of the tourism industry. Thus, to benefit an understanding approximately the place's records and to create factors of way of life that seek advice from the tangible and intangible beyond of tourism sources in Malaysia. Memorable Tourism Experiences (MTE) has garnered little interest as a popular belief withinside the literature on travelers' revel in in latest years, specifically while considered towards the backdrop of anciently tourism. The current literature does now no longer sufficiently deal with the stories of anciently travelers' or its structure. Furthermore, as Chen and Rahman (2018) pointed out, little is understood approximately the elements that might have an effect on MTE withinside the context of incidental tourism. This emphasizes the want for extra studies to have a deeper know-how of the stories of history site visitors and to boom understanding of MTE in a history tourism context.

2.2 LITERATURE REVIEW

- **HERITAGE TOURISM**

Heritage is what we leave behind for future generations, what we live with today, and what we have inherited from the past (Rodwell, 2008, p. 7). Legacy tourism is defined as travel with the primary goal of discovering a place's culture and heritage (Poria et al., 2003; Timothy, 2011). Heritage tourism is the practice of using the tangible and intangible remnants of the past as a source for tourists, frequently concentrating on "living and architectural components of culture" (Timothy & Nyaupane, 2009, p. 4). Nowadays, the majority of tourist destinations and attractions are centred on elements of cultural heritage, making culture an important travel resource (Timothy, 2011, p. 3). Heritage tourism, which accounts for a sizable amount of cultural tourism, is one of the largest, most prevalent, and fastest-growing components of the tourism industry today (Seyfi, Hall, & Fagnoni, 2019).

In many countries, especially those in the developing world, heritage tourism is vital as a technique for reducing poverty and boosting local economies. It also enables tourists to forge and enhance personal identities for themselves (or others) (Garrod & Fyall, 2000; Poria et al., 2003; Seyfi et al., 2019; UNWTO, 2015). This interest is demonstrated by the rise in the number of places receiving UNESCO World Heritage Site designation. According to Park (2013), nations that have historically depended on the 3S (sun, sand, and sea) offers and are attempting to diversify their

products have demonstrated a special interest in legacy tourism. According to the UNWTO (2015), this area of tourism, which makes up around 40% of all travel worldwide, is a key component of international travel consumption. Even further, Timothy (2011) claims that around 85% of the general populace is thought to be either a present or potential heritage traveller.

Consequently, to advantage an aggressive gain within an increasing number of cutthroat tourism business, numerous locations have committed specific interest to their tangible and immovable cultural treasures. Enhancing the delight and reports of vacationers traveling cultural background web sites is important, and as Seyfi, Hall, and Rasoolimanesh (2020) contend, it can be feasible to boom the probability of gaining MTE with the aid of using information how vacationers generate high-quality emotions (Zhang, Wu, & Buhalis, 2018). Despite the truth that many teachers have emphasized the importance of MTE for the aggressive gain of tourism destinations, little observe has been accomplished at the capacity drivers of MTE within the context of legacy tourism. This bias within the frame of current understanding factors to gaps that the cutting-edge observe fills.

- **Variable Explanation**

The study variables are explained below.

- **Dependent variable explanation**

The dependent variable of this study is explained below.

- **REVISIT INTENTION**

Experience is one of the first-rate markers of a traveler's behavioral purpose and has a large effect on reminiscence creation, the number one goal of tourism practitioners (Tung & Ritchie, 2011). behavioral intentions, consistent with Ajzen and Fishbein (2000), are people's perceptions of what they need to do in a selected situation. An individual's destiny selections and behaviors may be motivated through beyond tremendous emotional and temper experiences, in addition to through sensations of delight (Prayag, 2009; Tsai, 2016).

A crucial behavioral goal is the revisit goal, which pertains to someone's preparedness and willingness to make a repeat visit (Prayag, 2009). This goal shows the diploma of functional dedication that someone could make to perform an action (Tsai, 2016). The chance that vacationers will go back to a vacation spot is motivated through quite a few travelers' behaviors, consisting of the locations they pick to visit, how they examine the ones selections, and their destiny behavioural intentions (Coudounaris & Sthapit, 2017). Many places additionally in large part depend upon repeat vacationers because, from an advertising perspective, it is often less expensive to hold current clients than to usher in new ones (Tsai, 2016).

- **Independent variable explanation**
 - **VISITOR ENGAGEMENT**

Consumer engagement (CE) has been studied and theorised in a number of fields, including psychology, sociology, and organisational behaviour. It has also become increasingly prominent in marketing studies. Yet, several interpretations of its conceptualization have been made (Rasoolimanesh et al., 2019; So, King, & Sparks, 2014). The CE is "a multifaceted concept subject to a context- and/or stakeholder-specific manifestation of relevant cognitive, affective, and/or behavioural dimensions," according to Brodie et al. (2011, p.9). Additionally, CE has been seen as either a multidimensional construct that included both psychological and behavioural aspects or as a unidimensional construct that primarily focused on only the behavioural part of customer engagement.

(So et al) Created the multifaceted version of vacationer engagement hired on this study, which contains identification, zeal, attention, absorption, and make contact with tourism services (2014). Customer interplay, in keeping with Rasoolimanesh et al. (2019) and So et al. (2014), is an important and large issue of the tourism experience. This engagement consists of advanced client interplay as co-creators of products and services, which improves customer support and optimises the general traveller's experience. Accordingly, empirical studies in tourism shows that better MTE might also additionally come from higher vacationer involvement, which additionally has a fantastic impact on the general vacationer experience (Chen & Rahman, 2018; Taheri, Jafari, & O'Gorman, 2014). There is evidence that participation at some stage in visits to cultural landmarks and points of interest is related to greater exciting experiences (Chen & Rahman, 2018). In their study, Seyfi, Hall, and Rasoolimanesh (2020) located that vacationer touch with tourism web sites results in favourably produced MTE.

The self-dedication theory (Ryan & Deci, 2002), which examines visitor motivation and is relevant to cultural tourism, is in keeping with the useful effect of travellers participation on MTE (Chen & Rahman, 2018). Applying this idea, Chen and Rahman (2018) declare that a number of player incentives are liable for the distinctive degrees of traveller involvement in cultural tourism. They pass on to mention that even as a better degree of sensitivity to a destination's way of life and involvement results in a better degree of MTE, a better degree of vacationer engagement is probably to supply a more quantity of MTE.

- **AUTHENTICITY**

Given the sensory man or woman of visitor services, authenticity is known as a key subject matter in taking a look at traveller experiences (Kolar & Zabkar, 2010; MacCannell, 1976). In a comparable vein, Hargrove (2002) argues that authenticity is an essential factor of a fulfilling historical past revel in. Authenticity changed into a way of means of Waitt (2000) in phrases of an experience of historic and cultural continuity. From the point of view of historical past, authenticity is attached to understanding of specific cultures, locations, and communities, or what may be known as intangible historical past, in addition to the bodily historical past attributes that may be located in an item or structure (Hall, 2007 MacCannell, 1976).

The traveller revels in his idea to rely closely on authenticity (Chen & Chen, 2010). Empirical studies in tourism additionally shows a tremendous correlation among authenticity and revel in on the post-intake stage, while visitors overview their experience experiences (Coudounaris & Sthapit, 2017; Ramkissoon & Uysal, 2010). According to Anton, Camarero, Laguna, and Buhalis (2019), the authors of the take a look at ingesting settings, there's a right away hyperlink among authenticity and visitors' memorable culinary experiences.

- **DESTINATION IMAGE**

Destination picture is a multidimensional assembly made of the cognitive, emotive, and cognitive components, that are every separate but hierarchically related (Dann, 1996; Tasci & Gartner, 2007). A tourist's notion of a domain is made up in their information, assumptions, concepts, and standard perceptions (Baloglu & Brinberg, 1997; Tasci & Gartner, 2007). While the justification of measurement refers to visitors' mind and expertise approximately the traits or attributes of the vacation spot, the emotive thing refers back to the assessment degree and tourists' sentiments approximately a domain (Baloglu & Brinberg, 1997, 2007 Tasci & Gartner).

Last but not least, the cognitive thing contains action, specifically, the visitors' real behaviours or intentions, which include their choice to signify the area to others primarily based totally on their cognitive and emotive impressions (Prayag, 2009). Given that it's miles at once observable, succinct, and tactile (Tasci & Gartner, 2007) and gives expertise approximately a vacation spot's distinctiveness, this examination concentrates at the cognitive thing of vacation spot picture. Studies have tested how pre-go to visuals have an effect on decision-making and the general impact of an encounter (e.g., Baloglu & Brinberg, 1997; Tasci & Gartner, 2007).

The modern-day examination is noteworthy as it indicates a connection among vacation spot pictures and consequences on different good sized tourism variables, such as satisfaction, vacation spot preference, and behavioural intent (Tasci & Gartner, 2007). Previous studies have proven that a

vacation spot's notion substantially impacts the pride and revel in of visitors. Kim and Ritchie (2014) tested the factors of the locations that had been related to MTE. According to (Kim 2018 and Zhang et al) the vacation spot photograph impacts the MTE (2018).

2.3 HYPOTHESIS

According to literature review, it shows the issues that affect this issue on memorable tourism experiences as an independent variable, while the revisit intention is the dependent variable. Basically, the hypothesis is to summarize the study on the research question, of how to determine, evaluate and identify the relationship between the three (3) independent variables and dependent variables. So, based on the study, the hypothesis that will be investigate for this research are:

2.3.1 Relationship between visitor engagement and revisit intention

According to (Rasoolimanesh et al 2019) and (So et al. 2014), traveler engagement, which includes stronger customer involvement as co-creators of merchandise and services, improves customer support and optimizes the general visitor experience (So et al., 2014). There is proof to guide a hyperlink among engagement in the course of journeys to cultural landmarks and points of interest and greater enjoyable memories (Chen & Rahman, 2018). In the advertising literature, travelers' engagement has long been taken into consideration to be a predictor of goal to return (e.g., Hollebeek, 2011). Higher tiers of travelers' engagement with an area are stated to have a beneficial effect on tourists' attitudes, intentions to return, and loyalty to that destination (e.g.) (Chen & Rahman., 2018; Rasooli Ganesh et al., 2019).

H1: There is a significant relationship between visitor engagement and revisit intention.

2.3.2 Relationship between authenticity and revisit intention

So even though visitor offerings are experiential in nature, authenticity is viewed as an important concept within the observer of tourist stories (Kolar & Zabkar, 2010; MacCannell, 1976). Authenticity has been identified as a predictor of journey enjoyment and satisfaction in the tourism literature (Ramkissoon & Uysal, 2010). Empirical research has found a link between authenticity and the stories of tourists who have made purchases (e.g., Coudounaris & Sthapit, 2017; Ramkissoon & Uysal, 2019). For example, Zhang, Chen, and Hu (2019) discovered that a high level of authenticity produces high levels of best culinary tourism qualities, which increases tourist happiness and loyalty. Ant'on et al. (2019) discovered that authenticity influences future tourists' willingness to return in their studies in the consuming context.

H2: There is a significant relationship between authenticity and revisit intention.

2.3.3 Relationship between destination image and revisit intention

The destination image is made of a vacationer's information, assumptions, opinions, and ordinary impressions of a place (Baloglu & Brinberg, 1997; Tasci & Gartner, 2007). Destination picture has been one of the most studied topics in tourism advertising studies (Soliman, 2019; Song et al., 2017; Fue et al., 2016). The selection of a travelers to go back to a domain can be affected if the picture of the vacation spot is broken for some reason. The goal to go back to a vacation spot is broadly speaking expected via means of vacation spot satisfaction, in line with having a look at the vacationer travel provider in Macau (Loi et al., 2017).

H3: There is a significant relationship between destination image and revisit intention

2.4 CONCEPTUAL FRAMEWORK

Toward completing the analysis, a conceptual framework will be used as a tool for gathering data in this research. Thus, this framework is also useful in describing the relationship between independent variables and dependent variables within the research. The conceptual framework for this study is shown in Figure 2.4.1 below

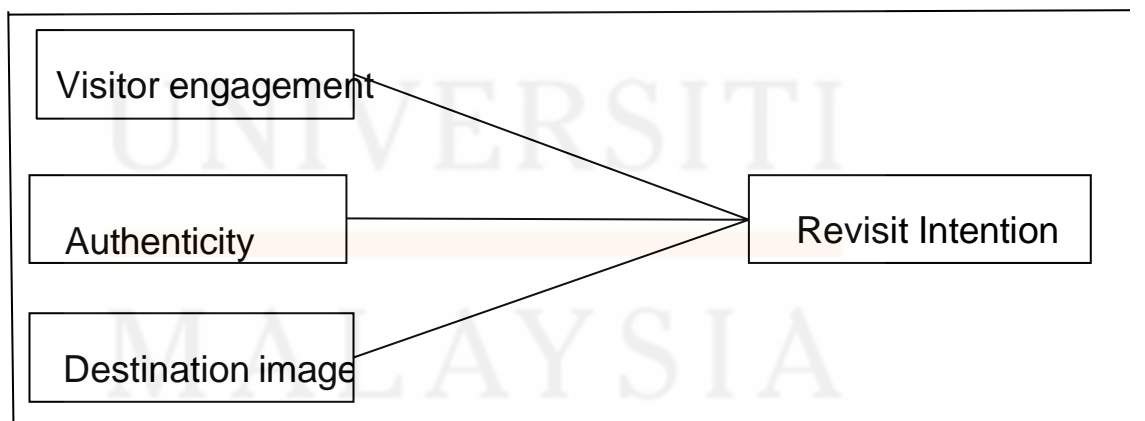


Figure 2.4.1 Conceptual Framework

The relationship between the independent and dependent variables in this study is depicted in the above figure. Issues that affect visitors' memorable travel experiences and behaviors intentions are carried out by the independent variables. Importantly, this study includes three (3) independent

variables: tourist engagement, authenticity, and destination image. Each independent variable will have an impact on the dependent variable, the objective to return.

Based on various previous studies, this study finds out the factors of visitor engagement, authenticity and destination image with revisit intention. The existing research findings give a significant impact for researchers by getting assistance in finishing our paperwork. It has been used as a reference to support and make this study more solid and reliable for further uses.

2.5 SUMMARY

In short, this chapter had defined, analyses and classifying about the factors that led to revisit intention in the tourism industry based on previous studies. Moreover, the chapter also discusses the hypothesis of this study. Last but not least, conceptual framework is one of the key points in chapter 2, that have been identified according to the research issues and from the previous research study that related.

CHAPTER 3 METHODOLOGY

3.1 INTRODUCTION

This chapter explains the methodology of this study. This chapter consists of research design, population as well sample size of the study, sampling method, data collection procedure, research instrument, and data analysis. This chapter starts with establishing observation, data collecting as well as developing the sampling size from the chosen population of study. Next, this chapter clarifies how to run the survey by using the method and data collection based on the objectives of the research. Research methodology is a large degree approach, which will include the population target of the study and also how to provoke in gaining the feedback. Purposely, according to (Kassu Jilcha Sileyew 2019), methodology is a chapter on how to describe the performance of the research over the study periods.

3.2 RESEARCH DESIGN

Research design is a technique and framework that will be chosen by the researcher to execute a specific design of the study. This framework of research design will help the researcher to find the suitable method of the topic matter and successfully accomplish study. According to Torchim (2015), the research design is like a glue that will help to stick the research study together, because it is used to construct the research. The research design can be split into several types that consist of quantitative, qualitative and mixed methods of research. The research design that was used in this study was will be used is quantitative research method.

Moreover, the quantitative approach is the most selective research method that is suitable for conducting this research study. This method is the structural way to measure and collect any data that is obtained from various sources. In addition, quantitative can be determined by the relationship between causes of the issues and factors affected by the issues. According to Oxford Fajar (2013), this quantitative research method can be developed by questionnaire survey through google form. Because it uses a large-scale research survey, this study uses quantitative methods and questionnaires because it can spread the survey through an online platform. This study will follow the causal research design.

3.3 POPULATION

A population is an awesome series of human beings, whether or not the institution includes a country or a populace that stocks a positive trait. A populace is the institution of human beings from which a statistical pattern is taken in statistics. Therefore, any series of human beings united via the means of a function may be called a populace (Gordon Scott, 2021).

A populace is commonly an enormous institution of human beings or items; this is the difficulty of a systematic inquiry. Research is performed with the populace's welfare in mind. Similar tendencies also are recognized to exist in a studies populace. Typically, each person or aspect inside a populace stock a few forms of unifying quality. The goal populace and the on-hand populace are the 2 exceptional classes of human beings. The term "goal populace" refers to the overall institution of human beings or matters those researchers are interested in making use of the findings to. The theoretical populace, that is any other call for the goal populace, regularly possesses loads of tendencies.

The on-hand populace is the institution of human beings to which the researchers' findings may be applied. The take a look at populace is any other call for this institution, that is a subset of the goal populace. Researchers take samples from the populace which can be effortlessly on hand. The populace on this takes a look at is made of Malaysian visitors.

3.4 SAMPLE SIZE

Prior to gathering data, sample size calculations must be made using mathematics to establish how many people or samples should be used in the inquiry (Normando, Almeida & Quintao, 2011). Any empirical study with the intention of drawing inferences about a population from the sample must take the sample size into consideration (Mukesh Kumar, 2013). The major goal of the sample size is to enable researchers to perform the study on members of the population in order to utilize the findings to make generalizations about the community. It resembles a condition of giving and taking. The sample is "given" by the population, while the conclusion is "taken" based on the sample size data. A pattern is a restricted subset of a statistical populace whose traits are studied to get greater perception into the populace as entire research.

For this research, the questionnaires will be provided to the Kelantan area. This research focuses on Pengkalan Chepa. This study focuses on the Pengkalan Chepa area due to the facilities available there. It is because tourists will first arrive at the Pengkalan Chepa before proceeding to other destinations. Tourists will arrive at Pengkalan Chepa Airport, prompting the researcher to inquire about their intentions. For this study, a sample size from the population of tourists around Kelantan will be taken and selected for data collection and analysis activities.

3.5 SAMPLING METHOD

This observer hired the non-opportunity sampling technique. It means that there's no chance that contributors of the studies population can be uncovered to the chosen pattern (Sekaran and Bougie, 2013). The pattern approach on this has a look at a convenience sampling technique. Convenience sampling is the exercise of accumulating facts from folks or agencies who're simply to be had to do so. Convenience sampling is possibly the finest technique for fast accumulating a few simple records and is maximum regularly utilized all through the exploratory segment of a study. Communities that had been available for the researchers had been selected for figuring out the pattern size.

The goal of this sampling method is to reach a conclusion about the problem that exists among the population in Kelantan. The size sample we take from the respondent's demographic which includes age, gender, area, employment status, number of children and spouse's employment status. A survey made with Google Forms will be used to gather information from responders, and it will be distributed over social media channels like WhatsApp and Telegram. By using this technique, it can save money and time by not having to meet the person face to face.

3.6 DATA COLLECTION PROCEDURE

Data collection is the process of gathering, measuring and analyzing accurate employing known methods, insights for research aims, accepted procedure, according to Emily McLaughlin (2018). supported by the evidence collected, a researcher can evaluate their hypothesis. In most cases, no matter the topic of research, data gathering is the first and most vital stage. Data collection is split by two which is primary and secondary. Data primary is that the style of data that the research collected through interview, survey and questionnaires, experiment and other. While data secondary may be a research method that involves using already existing data.

This study uses the information primarily to induce up to data information supported objective and also the topic that they choose. Nowadays, everyone has a smartphone and uses it for communication with each other without meeting or face to face with their friends, family and others. This study uses the google form questionnaire to reach the respondent to answer all the questions that research provides. Using social media like Telegram and WhatsApp can make it easier to reach the respondents, for example just share the link of google form for respondents from Kelantan.

The reason why researchers use the google form is because it can save money and time for answering the questionnaire to collect information easily and efficiently. Part A, Part B, and Part C are the three sections that make up the Google form. There are six questions in Part A relating to the demographic segmentation of respondents. In this part, the questions are based on the characteristics about the population for example: age, area, what is employment status, how many children and what is spouse's employment status. Meanwhile, Part B discusses the variables suggested used in this study. It focuses on all of the independent variables such as what the level of revisit intention in the tourism industry. For the last part, (Part C) it will discuss the dependent variable which is visitor engagement, authenticity and destination image.

3.7 RESEARCH INSTRUMENTS

The purpose of the research instrument is an implementation that researchers apply to measure and analysis the data collection of this topic study (Pritha Bhandari, 2020). Furthermore, in a research instrument containing five ways to conduct the survey, which are questionnaires, observation, face to face interview, experiment and group discussion. Each of the instruments needs a specific and further discussion to bring out its pros and cons. Also, researchers need to identify what kind of method of study will be used, whether quantitative or qualitative. According to (Susan Farrell 2016), quantitative is a close-ended question format that will be achieved by providing numerical values to its responses. While qualitative open-ended question format and

using textual data format (Susan Farrell, 2016). Nevertheless, we choose to develop questionnaires for the research instrument by using the quantitative method of study.

Basically, there are three sections in questionnaires, section A for demographic questions. That consists of age, gender, employment status also their spouse employment status, areas and number of its children. Next, Sections B and C will be discussing topics that relate to dependent variables and independent variables of study. Dependent variable (section B) topics apply on visitor engagement, authenticity and destination image. While independent variables (section C) develop questions about revisit intention. Generally, this data collection method will be applied in dwi-languages, which are English and Malay, accessible for respondents' understanding. The measurement of Likert code (from the scale 1 to 5) and questionnaires for this study are shown in the appendices section at the end.

3.8 DATA ANALYSIS

Data analysis is the procedure of collecting, modelling and analyzing the data which involves critical analysis and interpretation of figures and numbers to find out the reasons behind the emergence of the main findings. There are a number of approaches and techniques for evaluating data and information gathered from a variety of various sources in order to extract the most important content. The information and data will be evaluated using the newest version of the Statistical Package for Social Sciences (SPSS) in this investigation. SPSS version 26 is a fantastic tool for folks who aren't statisticians but work in a variety of professions. SPSS version 26 is primarily used for processing and analyzing statistical data and providing various outputs in order to answer objective research questions. There are numerous methods and approaches for evaluating data and information gathered from various sources in order to extract the most useful information.

The data analysis of this study will follow the following empirical tests.

- Descriptive analysis
- Correlation tests
- regression tests

3.9 SUMMARY

This chapter starts with an introduction and afterwards identifies the study design. Thus, this chapter describes the population and sample size of heritage tourism, and further explains the research approach to be employed. Lastly, this study uses quantitative research methods to carry out the questionnaires and surveys to our respondents.

CHAPTER 4: RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter describes the findings from an analysis of data from a cross-sectional survey administered to 150 respondents. The data analysis is used to see if the research objectives can be met and if the questionnaire questions are reliable. This section also determines the characteristics of the sample as well as the accuracy of the hypothesis. The data were analysed using the statistical package for social sciences (SPSS) version 2.2. Three types of analysis were used in this study:

- Descriptive analysis
- Reliability analysis
- Inferential analysis

A total number of 150 questionnaires were distributed to the people who live in Kelantan. The questionnaire has been successfully collected.

4.2 RESULTS OF DESCRIPTIVE

The researchers had analyzed the mean and standard deviation for independent variables and dependent variables in the questionnaires. There are 7 questions were asked in demographic factor section in the questionnaires. There gender, age, race, marital status, educational level, and occupation and area.

Table 1: Demographic factors

Description	Frequency	Percent
Gender		
Male	24	15.9
Female	127	84.1
Age		
18-21 years old	10	6.6
22-30 years old	133	88.1
31 years old and above	8	5.3
Race		
Malay	133	88.1
Indian	7	4.6
Chinese	5	3.3
Others	6	4.0

Marital Status		
Single	138	91.4
Married	13	8.6
Educational Level		
Diploma	23	15.2
Bachelor of Degree	119	78.8
Master Degree	6	4.0
Doctor of Philosophy	3	2.0
Occupation		
Student	129	85.4
Government Worker	8	5.3
Private Worker	12	7.9
Unemployed	1	7
Retired	1	7
Area		
Kota Bharu	97	64.2
Bachok	13	8.6
Machang	7	4.6
Pasir Mas	10	6.6
Pasir Puteh	5	3.3
Kuala Krai	2	1.3
Gua Musang	2	1.3
Tanah Merah	4	2.6
Tumpat	11	7.3

Results from the gender section are presented in frequency and percentage number. As can be seen in table 1, there are two gender distributions of respondents in this study. The total frequency is 150 respondents in this study. In this study, the higher distribution of gender is female representing total of 127 (84.1%) respondents compare to male that had 24 respondents (15.9%).

The answer about the traveler's age group was ticked. The question posed to the travelled is divided into four age groups. The question is answered by all 150 travelers by ticking the appropriate age group. From 18 to 21 years old, the percentage is 6.6% out of 100%. It reveals that 10 travelers' are between the ages of 18 and 25. From age 22-30 years old the percentage is 88.1% by 133 respond from the traveler. Lastly, the travelers' that age 31 years old and above the percentage are 5.3%. Then, we can conclude that the majority of travelled is from the group 22 to 30 years old.

Results from the race section are presented in frequency and percentage number. The total respondent for Malay is 133 respondents, total respondents for Indian is 7, total respondents of Chinese is 5 while the number of others is 6 respondents. The percentage of respondents by race out of 150 respondents 88.1% of total respondents were Malay, 4.6% of total respondents were Indian,

3.3% of all responders were Chinese and the rest 4.0% were others those who took part in this study. As conclude, the major race that came to Kelantan is Malay.

Travelers were ticked the answer about their marital status. The respondent can choose whether respondents are single or married. All 150 responded answers clearly the question. The percentage of single respondents is 138 which is 91.4%. The percentage of the married status respondent is 8.6% and the respondent is 13 respondents. As conclude, the respondent traveler highest is single status.

The respondents that answer the questionnaires are from the different educational level. The percentage of diploma is 15.2% which is 23 responded. The percentage of Bachelor of Degree is 78.8% which is 119 respondents. The percentage of Master Degree is 4.0% which is 6 respondents and the percentage of Doctor of Philosophy is 2.0% which is 3 respondents. As conclude, the majority respondents are from Bachelor of Degree.

For profession, the travelers can choose the profession that suitable with their current situation. Most of the travelers answers the questionnaires from 150 respondents are from student which is 129 respondents and the percentage of that is 85.4%. then the result of profession decreases to respondents from private worker which is the frequency is 12 respondents and the percentages 7.9%. The difference not too large between private worker and government worker, which is frequency of government worker is 8 respondents and the percentage is 5.3%. Next, the percentage of profession unemployed and retired are same which is 7%. The conclusion, the majority of profession respondent is from student.

Result from the area section is presented in frequency and percentage number. In this study, the higher distribution of area is from Kota Bharu representing total of 97 (64.2%) respondents compare to Bachok 13 (8.6%) respondents. From table above, the result revealed that total of 11 (7.3%) respondents from Tumpat, while Pasir Mas had 10 (6.6%) respondents. From Machang, the percentage is 4.6% by 7 respond from the traveller. 5 travellers from Pasir Puteh and the percentage are 3.3%, while Tanah Merah had 4 (2.6%) respondents. Kuala Krai and Gua Musang shared the same frequency which is 2 respondents and the percentage are 1.3%.

MALAYSIA
KELANTAN

Table 2: Dependent Variable

Question	Percentage	Response/Outcome
1. I was motivated by the building's overall architecture and impression.	49.7	Agree
2. The site's information was intriguing to me, and I enjoyed it.	53.6	Agree
3. I enjoyed the site's unique arrangements, events, performances, and festivities.	51.7	Agree
4. This visit gave me a thorough understanding of the era in which this site was historically significant.	50.3	Agree
5. I experienced a sense of connection with the associated history, tales, and historical figures during the stay.	51.0	Agree
6. The environment was serene and relaxing during my visit.	48.3	Agree
7. I felt connected with tourist civilization and history.	46.4	Agree
8. The historical setting and cultural fusion of this cultural heritage monument are evident.	49.7	Agree
9. This cultural heritage property is well-known for its lengthy background and standing.	53.0	Agree
10. The tourists who visit this cultural heritage property have a positive perception of it.	49.0	Agree
11. I think museum Heritage Site has a better reputation than similar locations.	43.0	Agree

Table 2 shows the question, percentage and response/outcome of dependent variable. The highest percentage was question number 2 which is 53.6% where respondent agree that they realize that “the site’s information was intriguing to me, and I enjoyed it”. Then, the lowest percentage is 43.0% which is in question number 11, where the respondent agree that “I think museum heritage site has a better reputation than similar location”.

MALAYSIA
KELANTAN

Table 3: Independent Variable

Question	Percentage	Response/Outcome
1. I'll come back to this location in the future.	46.4	Agree
2. I would come back here again if given the chance.	46.4	Agree
3. There's a good chance I'll visit this historical location again soon.	46.4	Agree
4. I visited a place where I really wanted to go.	47.0	Agree
5. I will spread good things about this heritage site in social media.	51.7	Agree
6. I share information with others online so that I can tell people about my positive experience.	47.7	Agree
7. I would say positive things about museum to my friends or family via my personal social networks.	51.7	Agree
8. I had good impressions about the local people.	51.7	Agree
9. I gained a lot of information during the trip.	47.7	Agree
10. I experienced new culture.	47.7	Agree
11. I was interested in the main activities of this tourism experiences.	44.4	Agree

Table 3 shows the question, percentage and response/outcome of independent variable revisit intention. Question number 5,7 and 8 have the highest percentage which is 51.7%. Then, the lowest percentage is 44.4% in question number 11.

4.3 Results of Reliability Test

The primary step in examining all of the information that is frequently used by researchers is reliability analysis, which measures the reality of the scale that consistency of the variable things that reflect the construct. The main reason for reliability is a measure of how well all of the variables on this scale are related to one another. The Cronbach's alpha value is used to assess the dimension's validity. Then it is necessary to decide and recognize the strengths of the data as well as the accumulated where the constraints measure.

Table 1: Result independent and dependent reliability coefficient test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.969	.969	22

According to the table above, all of the variables were greater than the value of 0.70. Therefore, the questionnaires had been accepted.

4.4 RESULTS OF INFERENTIAL ANALYSIS (CORRELATION ANALYSIS)

Inferential Analysis (Correlation Analysis) is frequently used in research and studies to discover variances or correlations between variables. Visitor engagement, authenticity and destination image are the independent variable, whereas revisit intention is the variable under consideration. The coefficient will be used in this study to examine the strength of the relationship between the independent and dependent variables. The table 1 coefficient and strength of the relationship are shown below depending on their value as a reference.

Table 1: Pearson Correlation Coefficient Value Interpretation

Correlations					
		Visitor Engagement	Authenticity	Destination Image	Revisit Intention
Visitor Engagement		1			
Authenticity	Pearson Correlation	0.133	1		
	Sig. (2-tailed)	0.103			
	N	151	151		
Destination Image	Pearson Correlation	.800**	0.093	1	
	Sig. (2-tailed)	0.000	0.256		
	N	151	151	151	
Revisit Intention	Pearson Correlation	.761**	0.115	.781**	1
	Sig. (2-tailed)	0.000	0.158	0.000	
	N	151	151	151	151

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 1

There is a relationship between visitor engagement and revisit intention

Hypothesis 2

There is no relationship between authenticity and revisit intention.

Hypothesis 3

There is a relationship between destination image and revisit intention.

The table above depicts the relationship between visitor engagement and the inclination to return. The explanation for the result of 0.79 is that the two variables have a positive association. The preceding table depicts the relationship between the independent variable and (authenticity) as well as the dependent variable (revisit intention). The link between the two variables is not significant, explaining the 0.103 result. This suggests that many people believe that authenticity has little to do with revisiting goals. There is a 0.115 correlation between destination image and revisit intention. This shows that many respondents believe there is a substantial relationship between the two variables.

4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES

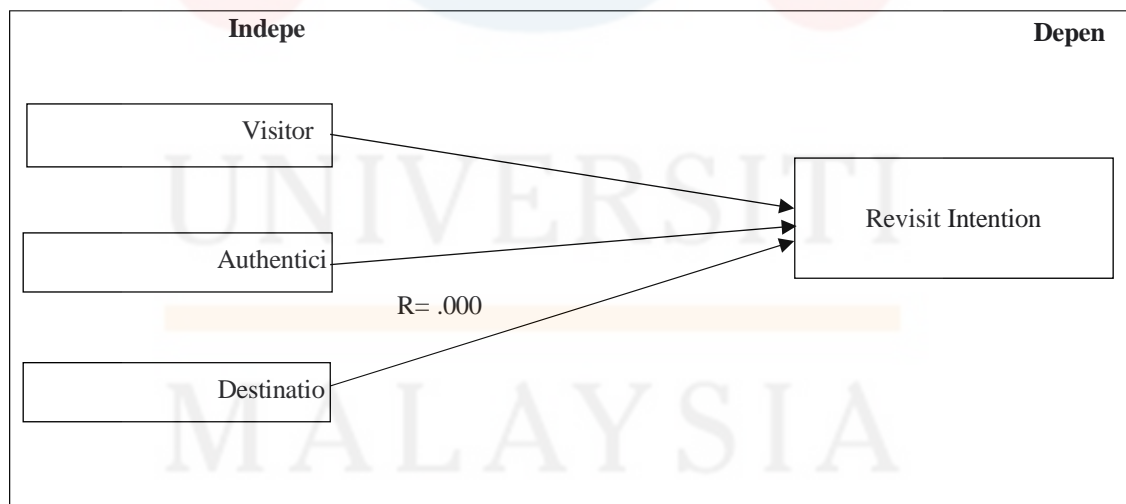


Figure 1: Correlation between visitor engagement, authenticity, destination image and revisit intention

Figure 1 displays the major independent data factors in relation with relation to the dependent variable. The variable that is reliant, revisit intention, was found to be related to three independent variables: visitor engagement, authenticity, and destination image. Visitor engagement and destination image have the same significant value of 0.000 among these independent variables. 0.6

is the significant value for authenticity. As a result, visitor engagement, authenticity, and destination image are three distinct components that are linked to revisit intention.

4.6 SUMMARY

This chapter begins with the introduction of Chapter 4. Then there's the descriptive analysis result, the reliability test result, and the inferential analysis result. Finally, this study has a discussion based on the research objectives that have been carried out during the study.

CHAPTER 5: CONCLUSION

5.1 Introduction

The findings from Chapter 4 are expanded upon in this chapter. The conversation will be concluded by the researchers, who will leave the reader with a strong impression. Other than that, this chapter outlines the restrictions the researchers encountered as well as possible future actions regarding this study. The transmission of study findings to the wider public brings this chapter to a close.

5.2 Recapitulation of the Findings

The title of this chapter is justification of recapitulation based on the findings this section contains text that is based on the objectives of the research, questions, and concept.

5.2.1 Relationship between visitor engagement and revisit intention.

The first focus of the study was the relationship between personal attitudes and viral food purchasing intention. This is also a response to the initial goal and hypothesis. Table 1 lists the study's objectives, questions, and hypotheses.

Table 1: shows the first research objective and the first research question.

No	Research question (RQ)	Research Objective (RO)
1	What is the relationship between visitor engagement and revisit intention?	To investigate the relationship between visitor engagement and revisit intention.

H1: There is a relationship between visitor engagement and revisit intention.

The consequences of hypothesis H1 in Chapter 4 were analysed to answer RQ1. According to H1, there is a significant relationship between visitor engagement and revisit intention. As a consequence, H1 was granted. The findings state that consumer service is enhanced and the whole tourist experience is optimized via traveler engagement, which involves increased consumer involvement as co-creators of goods and services. There is evidence to support a relationship between participation during visits to cultural landmarks and tourist attractions and more enjoyable memories. Traveler involvement has long been considered to be a predictor of intention to return in the advertising literature. Tourists' attitudes, willingness to return, and loyalty to a location are said to improve with higher levels of traveler interaction with the area.

5.1.1 Relationship between authenticity and revisit intention

Table 2: RQ 2 and RO 2

no	Research question (RQ)	Research Objective (RO)
1	What is the relationship between authenticity and revisit intention?	To investigate the relationship between authenticity and revisit intention.

H2: There is a significant relationship between authenticity and revisit intention.

Since tourist services are experiential in nature, authenticity is acknowledged as a key topic in research on visitor experiences, with the argument that authenticity is necessary for a rewarding heritage encounter. Waitt (2000; 2000) defined authenticity as a feeling of historical and cultural continuity. From the perspective of heritage, authenticity relates to knowledge of cultures, places, and communities,

or what is sometimes referred to as intangible heritage, as well as the actual physical heritage characteristics that may be seen in a building or object. The importance of authenticity to the visitor experience in historic tourism. In spite of the fact that visitor offerings are experiential in nature, authenticity is still considered to be a key idea by those who read and listen to tourist tales. It has been determined that authenticity is a predictor of traveler happiness and delight in tourism literature. The stories of visitors who have made purchases and authenticity have been linked, according to empirical research. For instance, Zhang, Chen, and Hu (2019) found that high degrees of authenticity result in high levels of the greatest culinary tourism traits, which boosts visitor satisfaction and loyalty. In their research on the consuming context, the tourism industry has found that authenticity affects future tourists' inclination to return.

5.1.2 Relationship between destination image and revisit intention

Table 3: Research question 3 and research objective 3

no	Research question (RQ)	Research Objective (RO)
1	What is the relationship between destination image and revisit intention?	To investigate the relationship between destination image and revisit intention.

H3: There is a significant relationship between destination image and revisit intention

Destination images are frequently referred to as "the realization of all objective knowledge, observations, prejudice, ideas, and sentiments that a person or group

may have about a certain area. "A traveler's knowledge, presumptions, opinions, and everyday views on a place rich in history are used to create the destination image. One of the most researched themes in tourism advertising studies is destination imagery. If the image of the vacation site is damaged for some reason, it could affect the decision of a traveler to return to a certain domain. According to a study of the visitor travel provider in Macau, the desire to return to a destination will usually be predicted through destination satisfaction (Loi et al., 2017). When away from home, both domestic and foreign travelers occasionally partake in cultural and historical past activities; people who do so typically live longer, spend more money, and travel more frequently. This is how the National Trust for Historic Preservation defines history tourism as traveling to experience the places, artifacts, and activities that properly represent the stories and people of the past and present. Heritage tourism frequently enhances the quality of life for locals while also boosting the economy and protecting natural resources.

5.3 Limitations

This study has restrictions that made it difficult for the researchers to finish it. This research had various drawbacks, one of which being the number of responders. Not all Kelantan citizens, especially youths who wished to answer questions or get a questionnaire from the researchers were eligible to participate in this study. This is because some respondents believe that responding to the researchers' questions is a waste of time.

Then, some respondents were reluctant to complete the questionnaire, which gave them the freedom to complete the answers whenever it suited them. Survey results will be influenced by these variables. Some comments may be counterintuitive due to respondents' personal preferences or perspectives. All of these comments highlight the study's weaknesses, which may be indicated by inconsistencies with information from other sources. Because of their unique viewpoints and experiences, some respondents, for example, choose different answers than others

when answering this questionnaire. Positive events and outcomes are credited as having their own choices, while negative ones are attributed to outside forces.

Another than that, the lack of previous studies on qualitative methods in factor affecting memorable tourism experiences between behavioral intentions of heritage tourists among students also caused researchers to have difficulty obtaining additional information. There is a similar title, but it does not involve students and around University Malaysia Kelantan in general. Other than that, it was a lack of previous studies in the research area. The title of this study is not yet doing research in the University Malaysia Kelantan. Researchers in the future need to find initiatives or use these research proposals to produce better research in the future.

In addition, limited time is one of the challenges that researchers have faced during conducting this research. In-depth interview sessions experienced limited time as researchers and respondents were busy with studies, coursework of each subject and online learning with a tight schedule. This is because it very difficult for researchers to get time from respondents to interview them. This causes this research paper to take a long time to complete.

5.4 Recommendations

The recommendation is suggested in future that the researchers should think of what to do if in the future the virus of Covid-19 still exists that people cannot go out without a solid reason. The researchers can get a letter of permission from the police station to conduct the in-depth interview face to face with the respondents. This is because the researchers can communicate well with the respondents and researchers can get more data or answers in detail according to the research questions with respondents when in-depth interviews conducting face to face. If the researchers still conducted in-depth interviews through the Google Meet application, make sure the researchers should have any better ideas for those who have disrupted internet connection such as support of data connection to avoid poor internet connection. This is to make sure respondents are interested to answer the research questions.

Furthermore, the recommendation is suggested in future that all universities need to publish many qualitative research and examples of qualitative research reports regarding factor affecting memorable tourism experiences between behavioral intentions of heritage tourists among students in Kelantan as a reference. All the universities need to provide many secondary data sources in the library such as information about research in textbooks, journal articles, conferences, seminars, and thesis, both published and unpublished to obtain knowledge for conducting qualitative research. The study should be extended to another place other than University Malaysia Kelantan. This study has focused on samples collected from University Malaysia Kelantan, thus, the results taken from other parts of Kelantan citizens might yield better and different results.

The next recommendation is suggested in future for a limited time researchers might change in-depth interviews through the Google Meet application to create research questions in the Google Form with the open-ended question asked to all respondents and send the Google Form through the WhatsApp, Telegram, Instagram, and E-mail to shorten respondents' time to answer.

In addition, the recommendation is suggested in future for lack of a target population that the researchers should take all the programmer students in university ages from the first year until the fourth year of study at least one person from one programmer. Researchers also should find the contact number of all the programmer students to participate in the research. Thus, this can reduce the misunderstanding, and bias and produce better results for the study.

5.5 Summary

In conclusion, this research was carried out in order to uncover the factor affecting memorable tourism experiences between behavioral intentions of heritage tourists between students in University Malaysia Kelantan. A total of 150 undergraduate students between the ages of 23 from the Faculty of Hospitality, Tourism, and Wellness (FHPK) were chosen at University Malaysia Kelantan to analyzing and classify the limits that led to revisit intention in the tourism industry among students in University Malaysia Kelantan. This research also discussed the factors that led to revisit intention in the tourism industry, and identified a conceptual framework. Conceptual framework is one of the key points in chapter 2 that have been identified according to the research issues and from the previous research study that related. Essentially, the results suggest that this study was approved and that the researchers' aims were met. The researchers anticipate that the findings of this study will be useful to future studies. This will provide adequate sources and ideas for future academics interested in this subject.

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APPENDIX

Table 3.7.1 Measurement of Likert Code

Characteristic	Strongly agree	Agree	Neither agree not disagree	Disagree	Strongly disagree
Point	1	2	3	4	5

Table 3.7.2 Research Instrument

SECTION A: DEMOGRAPHIC	
Questions	Answer
1) How old are you? <i>Berapakah umur anda?</i>	a. 18-21 years old / <i>18-21 tahun</i> b. 22- 30 years old / <i>22-30 tahun</i> c. 31 years old and above / <i>31 tahun dan ke atas</i>
2) Gender <i>Jantina</i>	a. Male/ <i>Lelaki</i> b. Female/ <i>Perempuan</i>
3) What is your employment status? <i>Apakah status pekerjaan anda?</i>	a. Unemployed/ <i>Menganggur</i> b. Government Worker/ <i>Pekerja Kerajaan</i> c. Private Worker/ <i>Pekerja Swasta</i> d. Self-employed/ <i>Bekerja Sendiri</i>

4) Where do you live, stated in your area?

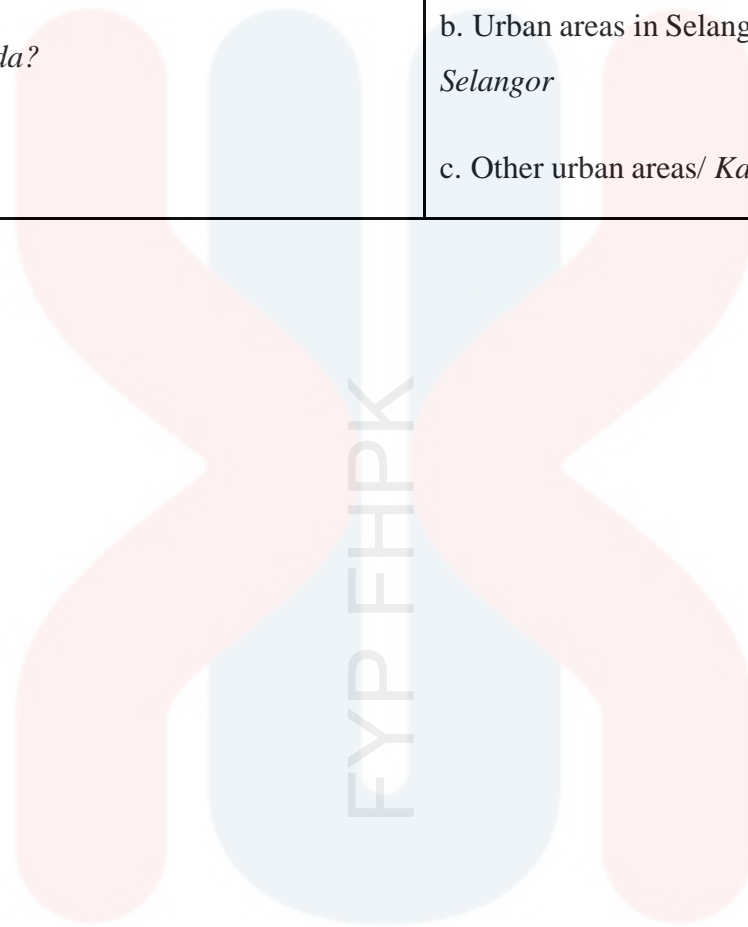
Di manakah anda tinggal, nyatakan

kawasan anda?

a. Urban areas in Kelantan/ *Kawasan bandar di Kelantan*

b. Urban areas in Selangor/ *Kawasan bandar di Selangor*

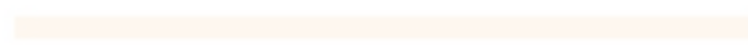
c. Other urban areas/ *Kawasan bandar lain*



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SECTION B: DEPENDENT

VARIABLE

	Strongly Disagree	Disagree	Neither disagree not agree	Agree	Strongly Agree
I was motivated by the building's overall architecture and impression.					
The site's information was intriguing to me and I enjoyed it.					
I enjoyed the site's unique arrangements, events, performances, and festivities.					
This visit gave me a thorough understanding of the era in which this site was historically significant.					
I experienced a sense of connection with the associated history, tales, and historical figures during the stay.					
The environment was serene and relaxing during my visit.					
I felt connected with tourist civilization and history.					
This cultural heritage property is well-known for its lengthy background and standing.					
The tourists who visit this cultural heritage property have a positive perception of it.					
The historical setting and cultural fusion of this cultural heritage monument are evident.					
I think Kashan Heritage Site has a better reputation than similar locations.					

SECTION C: INDEPENDENT VARIABLES

	Strongly Disagree	Disagree	Neither disagree nor agree	Agree	Strongly Agree
I'll come back to this location in the future.					
I would come back here again if given the chance.					
There's a good chance I'll visit this historical location again soon.					
I visited a place where I really wanted to go.					
I was interested in the main activities of this tourism experiences.					
I will spread good things about this heritage site in social media.					
I share information with others online so that I can tell people about my positive experience.					
I would say positive things about museum to my friends or family via my personal social networks.					
I had good impressions about the local people.					
I gained a lot of information during the trip.					
I experienced new culture					